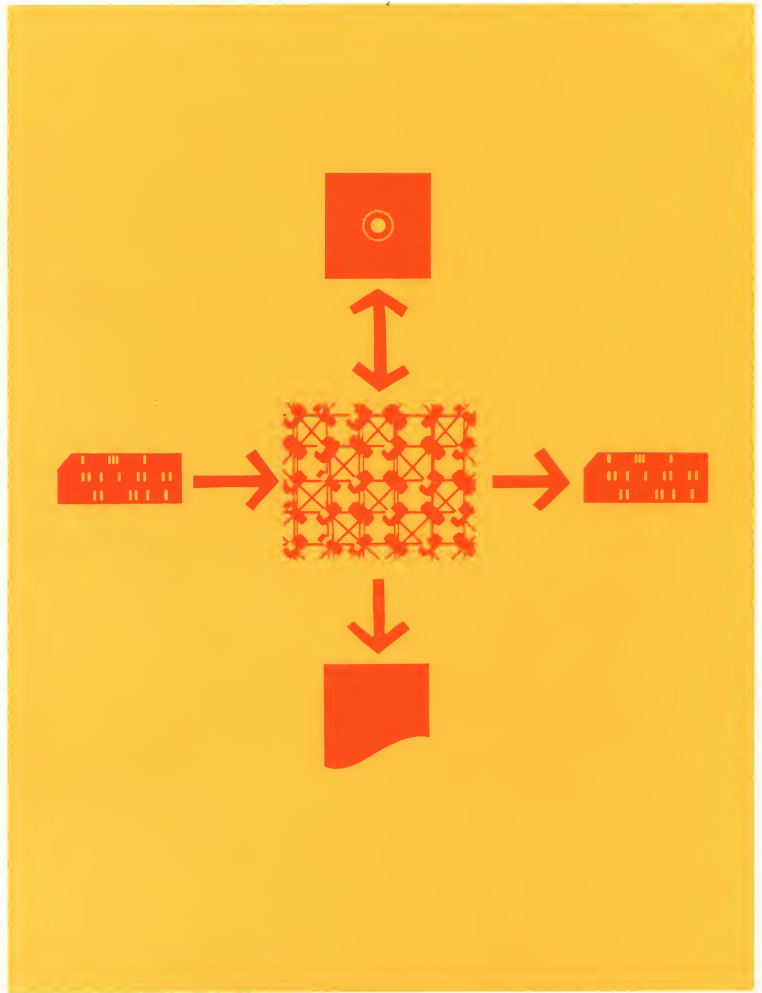
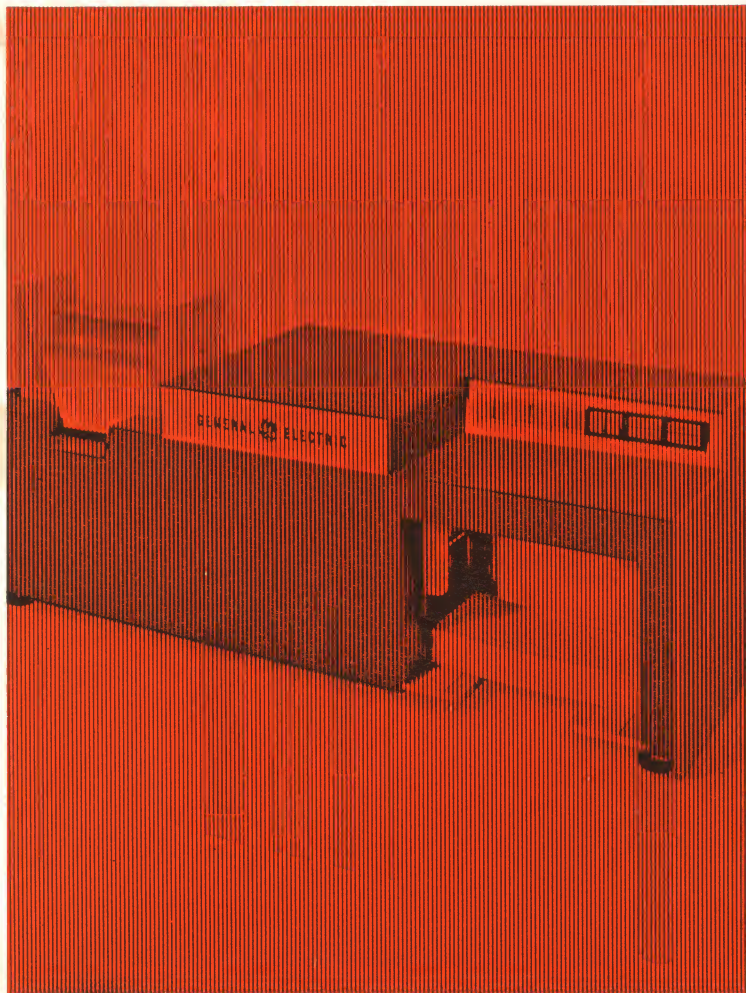


**GENERAL ELECTRIC
COMPUTERS**

**THE NEW GE-115
COMPUTERIZES
YOUR
TAB CARD CENTER
FOR
\$1375/MONTH**

GENERAL  ELECTRIC





Let General Electric
show you
how to cut costs
in your
tab card center

One DS-12 disc
holds the contents
of 25,000 punched cards.

The new GE-115 computer replaces electro-mechanical card machines — for fewer dollars — doing more work — in less space — with fewer people.

This is the low-cost system you've been waiting for. It's easy to make the change from cards to computer... the GE-115 "TAB" program simplifies the changeover.

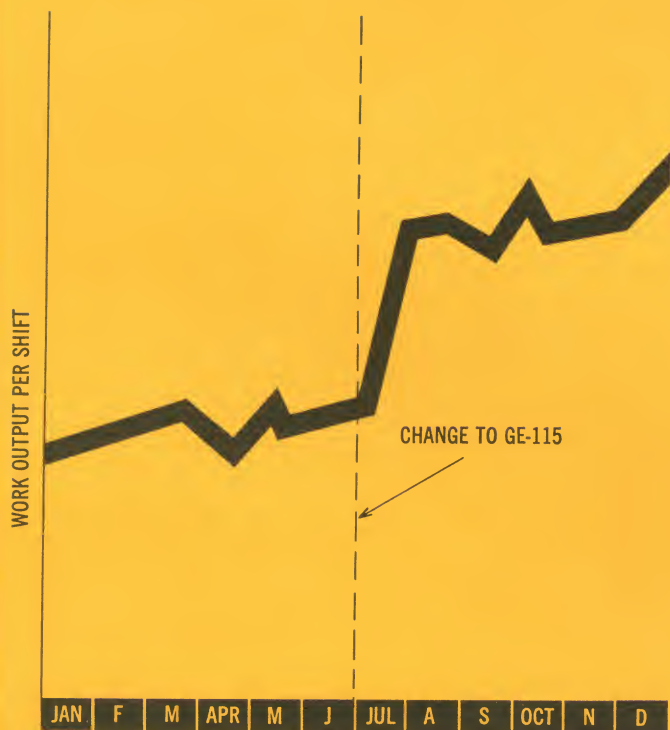
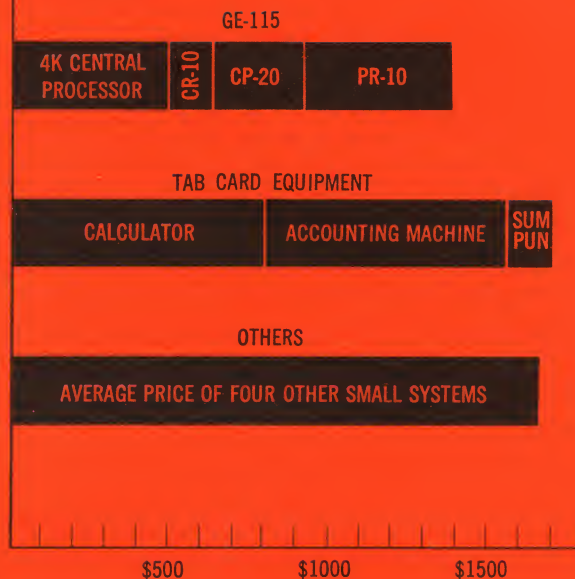


HERE ARE FOUR MAJOR AREAS WHERE YOU CAN MAKE SUBSTANTIAL SAVINGS



LOWER DOLLAR RENTAL

Fewer dollars can do the card processing job for you. Direct equipment rentals are less, and there are dollars saved on space and personnel.



2

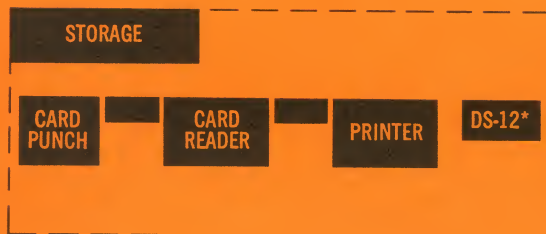
INCREASE YOUR THROUGHPUT

The quantity of work per shift is increased. Quality is higher too, because computer logic provides more comprehensive reports and analyses.

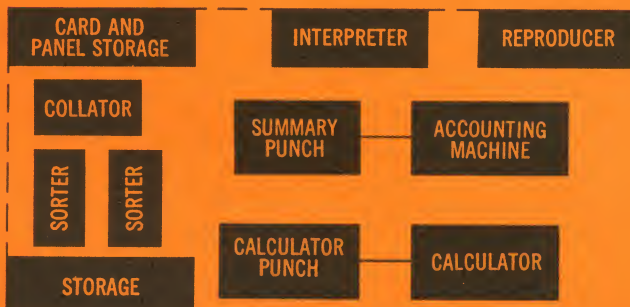
3

USE FEWER PEOPLE

Cut the cost of your manpower by letting the computer do the work.



*ADDITIONAL
\$650/MONTH



4

USE LESS SPACE

You get more work per square foot from the GE-115 equipment. No more bulky control panels to be stored—or wired. Data storage space is drastically reduced. One DS-12 disc holds the contents of 25,000 punched cards.

THE GE-115 COMPUTER SYSTEM

The Central Processor has an 8 microsecond memory cycle. Core memory sizes of 4096, and 8192 are available. 8-bit characters plus parity. 25 instructions perform the data processing/communicating function.

INPUT/OUTPUT EQUIPMENT

Three card readers available — one at 300 cards per minute, with single stacker, and two models with 3 output stackers, reading 300 and 600 cards per minute.

Two card punches — 200 and 300 cards per minute.

Two line printers — 300 and 600 lines per minute. 104, 120, or 136 columns.

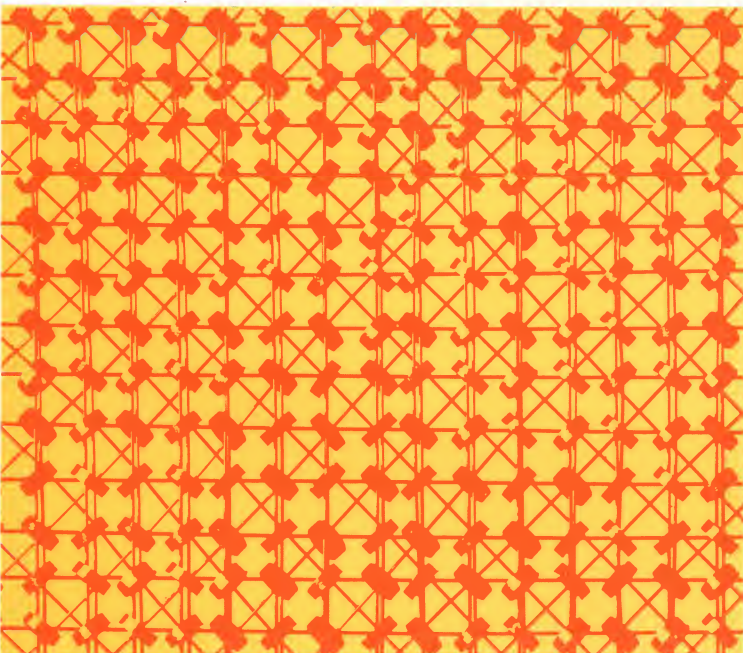
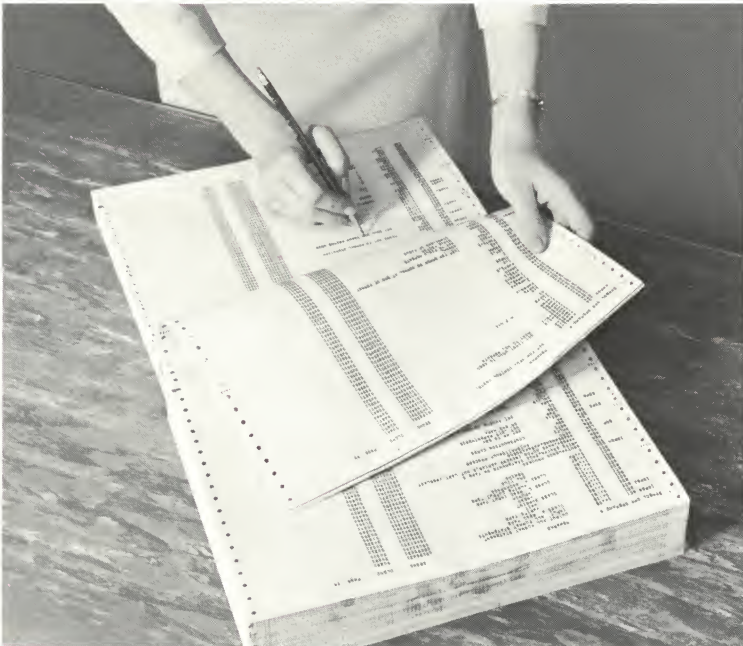
Perforated tape reader — 400 characters per second; 5, 6, 7, or 8-level.

Perforated tape punch — 100 characters per second; 5, 6, 7, or 8-level.

Random access storage — The DS-12 with removable discs, stores over 1 million 8-bit words per disc. Average access is 445 milliseconds.

Communications controllers — DATANET-10 and DATANET-11 interconnect the GE-115 to private or dial-up telephone lines.





SOFTWARE

CONVERSION ASSISTANCE

The GE-115 program named "TAB" converts your tabulating equipment runs into GE-115 programs. Little or no set-up time is required. Often the input data can be preceded with only a card or two containing the necessary program.

In addition to TAB, the program library has a number of prepared programs and subroutines that will make it easy to get your system operating. Some of these programs are:

GE-100 ASSEMBLER

This is a one-for-one assembler that produces machine instructions from mnemonics. It uses the card reader, card punch and printer.

SUBROUTINE LIBRARY (DEBUGGING AIDS AND UTILITY ROUTINES)

Multiplication	Card Lister
Division	Decimal Loader
Decimal to Binary Converter	Packed Program Loader
Binary to Decimal Converter	Packed Program Punch
Code Translator	Print Programs from Packed Cards
Memory Dumps	Prelist For Symbolic Programs
Card Duplicator	

There are also parameter programs for specific card listing, card duplicating, and multipunching.

REMOTE TERMINAL OPERATIONS

This program handles input from telephone lines, and produces output by printing and/or punching from data received from telephone lines. The program also provides transmission to the telephone lines from data read from cards. All data is checked, and may be edited.

REMOTE TERMINAL OPERATION

GE-115 computers at branch offices can access a centralized data file at headquarters using private or standard dial-up telephone lines. You take an important step toward a total information system when all sections of your business — remote or local — access and update a centralized file.

A FEW AREAS OF APPLICATION

Manufacturing firms . . . with sales offices, warehouses, and branch operations in other cities can use the GE-115 profitably. These remote offices can use the GE-115 for local processing, and can also access the centralized files at a headquarters computer center.

Engineering and research firms . . . can provide their engineers and scientists with direct access to a larger centralized, time-sharing computer such as the GE-625 or GE-635. Operating off line, the GE-115 does card listing, card punching, and card reproduction.

Distributors and wholesalers . . . can make customer inquiries and update stock availability or delivery schedules from distribution points where several GE-115's access a centralized data file. Local records can be updated when GE-115's are equipped with random access files.

Insurance companies . . . provide their district offices with GE-115's to make direct access requests for policy holders about the current status of policies, loans, or coverage. New loans and policies can be issued faster with the immediate availability of master file information.

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or write Drawer 270,
Phoenix 1, Arizona

• Information Processing Centers
in these cities offer complete
computer services.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

COMPUTER DEPARTMENT

In the construction of the equipment described,
General Electric Company reserves the right
to modify the design for reasons of improved
performance and operational flexibility.